



MetaCX for DEI

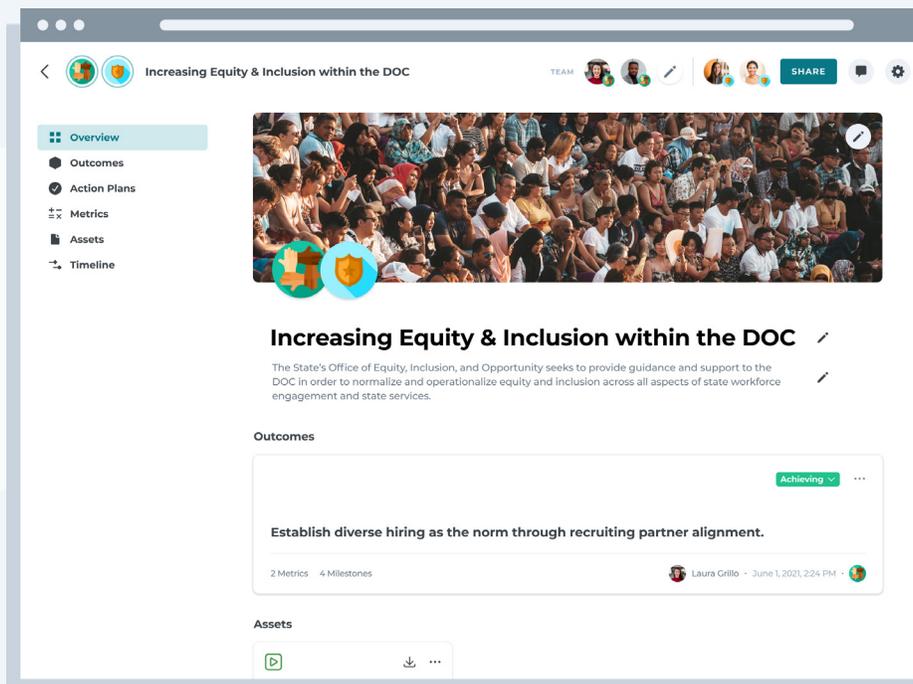
As a complement to broader ESG efforts, Diversity Equity Inclusion (DEI) programs are arguably one of the most important investments a company can make in business today. Research shows that a diverse employee base has proven to not only be good for society, but for company health and overall business performance.

In order to drive progress, business leaders must think more broadly about how to work within their industry ecosystems to drive new levels of transparency and accountability in the creation of true social value. Enter MetaCX.

Track DEI Performance

The first step in developing a successful DEI program is identifying key indicators of program success. The second is determining the metrics and associated data sources required to monitor performance over time.

MetaCX gives organizations the ability to define a standard set of desired DEI outcomes and then link associated metrics to each outcome for tracking purposes. By capturing and conceptualizing data sourced from any digital endpoint, the platform automates and updates metrics in real time.



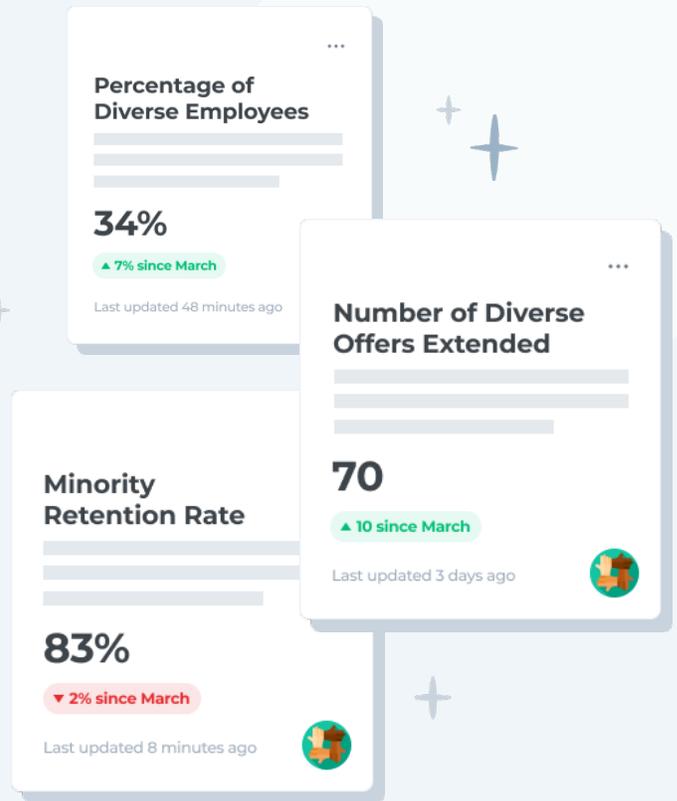
Armed with a dynamic view of performance toward the achievement of outcomes and creation of value, organizations gain a clear understanding of where they stand at any point in time and can see where improvements need to be made to drive progress.

By operationalizing an outcomes-driven DEI model, organizations are able to showcase an initiative's long-term impact and align that value to return on investment in financial and non-financial terms.

Align with Ecosystem Partners

Once an organization has determined how to monitor desired DEI outcomes and performance indicators, the next phase involves applying the same principles to ecosystem partners. The most successful DEI initiatives go beyond an organization's four walls and demand a certain level of accountability from vendors and partnering organizations.

MetaCX has created the first-ever Business Value Network where companies go to manage their business relationships. Within the network, companies are able to connect with vendors, investors, and community partners through Bridges — co-owned digital spaces where two or more organizations can come together to align on strategic initiatives.



Each Bridge ensures mutual accountability between parties and creates focus on the DEI outcomes, action plans, and evaluation measures necessary to drive progress. A few example scenarios in which MetaCX could be used include:



Tracking diverse candidate pools with job posting partners



Reporting diversity data to key customers and investors



Managing diversity retention rates & turnover with HR partners

Backed by live performance metrics, companies using MetaCX can now tell compelling stories to leadership teams, shareholders, investors, and the public. By evangelizing the value that they're generating from investing in DEI programs, companies benefit from positive media coverage, revenue growth, and increased DEI investment—ultimately furthering core social goals.

In the coming years, the demand for accountability and sophistication in DEI strategies will only continue to grow. MetaCX can be your partner in developing frameworks for data-driven, outcomes-based results that drive value for your company and your stakeholders. Learn more about how MetaCX can help at metacx.com.